

Amendments to the Specification:

Please replace the first full paragraph on page 3 with the following amended paragraph:

Each panel member is instructed to respond to the test by sampling the test food products and to utilize the ordering means to order a stated number of food products from the evaluation set. A panel member's food product preferences are evaluated by recording the identity of the food products ordered in response to each wave of the test. The products ordered during the base wave provide baseline data regarding the test panel ~~members~~ member's preferences. The products ordered during subsequent waves reflects the ability of the test products to "win over" the consumer and succeed in the competitive marketplace.

Please replace the first full paragraph on page 7 with the following amended paragraph:

The ~~terms term~~ term World Wide Web (hereafter "Web") is used herein to refer generally to both (i) a distributed collection of interlinked, user-viewable hypertext documents (commonly referred to as Web documents or Web pages) that are accessible via the Internet, and (ii) the client and server software components which provide user access to such documents using standardized Internet protocols. Currently, the primary standard protocol for allowing applications to locate and acquire Web documents is HTTP, and the Web pages are encoded using HTML (discussed below). However, the terms "Web" and "World Wide Web" are intended to encompass future markup languages and transport protocols which may be used in place of (or in addition to) HTML and HTTP.

Please replace the second paragraph on page 10 with the following amended paragraph:

It is therefore a goal of the present invention to provide a methodology for surveying customers over a distributed network, such as the Internet. The method produces results for an initial and subsequent waves of a sustainability test by presenting an item to a user over a

distributed network. Questionnaires can be administered at the initial or any other subsequent interaction. The user's response ~~if~~ is tallied over a set amount of time to determine the sustainability of the product and the ~~products~~ product's interaction with all other products being offered. Thereby the results for the sustainability testing are produced by identifying trends and changes in the user's responses and answers to the questionnaire.

Please replace the paragraph bridging pages 13 and 14 with the following amended paragraph:

The user then "requests" access to the online vendor's website by specifying the domain name for the vendor's website through the browser, box 120. The user may either manually enter the location for the website or select a hyperlink that directs the user's browser to the website's domain. For example, it is well known in the field of e-commerce to have virtual shopping centers that identify several online vendors and provide hyperlinks to the website for each of the online vendors. The user may then select one of the hyperlinks to be redirected to the website for the desired online vendor.

Please replace the paragraph bridging pages 16 and 17 with the following amended paragraph:

Similarly, the server may redirect the user to a second location that contains the questionnaire. Selection of the test product may result in the user being redirected to a separate website containing the questionnaire. The first server accesses and obtains the questionnaire information from the second server on the network, and then forwards the information to the user's browser. This process is summarized in FIG. 3b. As part of this process, the browser forwards the user's selection of the product to the server through the distributed network, box 210. Then the server receives and processes the user's selection, box 220, and forwards the user's selection to a second server, box 230. In effect, the first server acts as a client that requests the transmission of data by the second server in the form of a GET command in HTTP. The second server receives and processes the user's selection, box 240, and then can respond to the request by automatically transmitting the data for forming the

questionnaire through the distributed network, box 250. At this point, the second server forwards the data for forming the questionnaire either to the first ~~browser server~~, box 260, or directly to the user's browser, box 280'. If the questionnaire data is first forwarded to the first server, then the first server transmits the data for forming the questionnaire to the user through the distributed network, box 280. In either case, the user's browser receives the data and forms the questionnaire, box 290. All of these processes occur as described above through the typical server-client transactions.

Please replace the paragraph bridging pages 17 and 18 with the following amended paragraph:

The questionnaire may appear as a series of separate questions, where the browser presents each question and returns the user's response to the server to initiate a subsequent question. In effect, each question is then a separate webpage served from the client-browser, and each response is a request from the client for a new question from the server. In this way, a questionnaire may be designed so to minimize ~~repetition~~ repetitive and illogical questions based upon the response to previous questions. For example, if the user indicates that she is unmarried, the questionnaire could skip questions about the user's nonexistent spouse. In this form, the questionnaire is generally a C program executable that operates on the server, or other connected computer, to specify the question to be presented to the user and to process the user's replies. In this situation, each question response is a separate variable in the C program and will be processed and stored accordingly.

Please replace the paragraph bridging pages 19 and 20 with the following amended paragraph:

In an alternative preferred embodiment, the step of forwarding the questionnaire to the user, box 200, is accomplished by serving an executable program to the user's computer. Once the program is received at the user's computer, the server may store the program or may access the program from another location on the network, such as a second server. After the program data is transmitted to and received by the browser, the browser interprets the data

transmitted from the browser to form the program. The program is typically written in a cross-platform language that can execute through the browser, such as common gate interface ("CGI") ~~script/JAVA/PERL applets~~ Java applets/PERL scripts, so that the program may run on multiple types of computer and devices. The applet may run on the browser as part of the displayed webpage. Once the questionnaire program data is received and compiled by the browser, the program executes through the browser so that the questionnaire is presented to the user. Typically, the questionnaire will appear as a separate window, a displayed box on the user's computer in which a program operates, for viewing on a display device connected to the user's computer. The program operates to present the questionnaire and to accept the user's responses to the questions in the questionnaire.

Please replace the first full paragraph on page 23 with the following amended paragraph:

After the user has completed the questionnaire and the results are received and stored by the server, the process of presenting the product to a user, box 100; presenting a questionnaire to that user in response to the user's selection of the product, box 200; and accepting and storing the user's responses to the questionnaire, box 300 is repeated. The user is generally not asked or required to repeat the test. Instead, the CAST method 100 works passively, so that a questionnaire is presented whenever the test item is selected. If the user again selects the test item and replies to the questionnaire, after having previously selected the test item and replying to the questionnaire, the user's new responses are obtained and stored as previously described.